WELL KNOWN
marketing + advertising agency

Smarter Marketing, Better ROI

A 2027 Snapshot for Gravenhurst Businesses

Kyra Watters
Well Known | marketing + advertising agency

WHAT WE'LL COVER

1. Strategy and budget
2. Audit what you have
3. Choose the right channels
4. Meta and Google ads
5. Email marketing
6. Walk-in traffic
7. Seasonal customers
8. Using AI well
9. Any budget level

Build a marketing strategy and budget

And it starts with your business plan

Your marketing strategy and budget support your business development plan.

No business plan yet? Start there. Know how, when, where and why you want to survive and thrive: volume, scalability, profit or team size.

Update both plans together, every year.

It's hard to hit a moving target.

Then answer four marketing questions

1. **What are you truly in the business of selling?**
   Answer this question, and you'll produce stronger advertising

2. **Who is my customer?**
   Be specific with the customer profiles; age, location, household income, lifestyle, ..

3. **What do I want them to do?**
   Call, book, visit, buy online, come back again.

4. **What can I invest, in money and time?**
   Set the budget in advance and avoid knee-jerk spending

Audit what you already have

1. Check your numbers

What does the data say?

- Website traffic: how many visitors, and where they come from
- Social media: reach, engagement, follower growth
- Email: list size, opens and clicks
- Google profile: calls, direction requests, reviews
- Ad results: cost per lead or sale, not just clicks
- Referral rate
- 3rd Party ad results

2. Find your sales drivers

What actually brings in revenue?

Lead They find you

Activation They engage

Conversion They buy

Where did your best customers really come from?

Social	Referral	Email
Radio	Google	Walk-in

3. Keep, fix, stop, try

Then choose the right channels

Keep: Proven drivers. Do more of them.

Fix: Promising, but needs a refresh.

Stop: No results after a fair try.

Try: Untested channels that fit your customer. Start small and measure.

Choose the right channels

Use your audit to pick the mix that fits your customers, then grow each channel on purpose.

Channel	How to grow and leverage it
Google	Search ads on high-intent terms; a complete Business Profile; steady new reviews
Your website	The hub everything points to: local SEO, clear calls to action, tracked inquiries
Email marketing	Build a customer database in a tool like Mailchimp; segment it and automate follow-ups
Facebook and Instagram	Regular posts and Reels, plus Meta ads targeted by location and interest
LinkedIn	Owner and team posts, B2B relationships, targeted ads to decision-makers
Pinterest	Visual discovery for décor, food, weddings and travel; pins link back to your site
Referrals and word of mouth	Ask for them, thank people, reward repeat referrers
Third-party and community	Chamber of Commerce e-blasts, tourism and business partners, sponsorships, local media
Out-of-home and traditional	Billboards, signage, radio and print, timed to your season

Ads on Meta and Google

Meta: Facebook + Instagram

Creates demand: reach people before they're searching

- Facebook: strong with year-round locals, community groups and events
- Instagram: visual discovery, Reels, visitors planning trips
- Target by location: Gravenhurst, nearby cottage areas, and the GTA for visitors
- Use real photos and short video; test 2 to 3 versions

Google: Search + Business Profile

Captures demand: show up when people are actively looking

- Business Profile is free and often your first impression
- Search ads: bid on a short list of high-intent terms
- Add negative keywords to stop paying for the wrong clicks
- Track calls, direction requests and bookings, not just clicks

Use email marketing

Own your data

Meta and Google could change the rules, or disappear, tomorrow. Your email list on HubSpot, Mailchimp, Emma or a similar platform is data you own, and it grows year over year.

Get clear consent: Canada's anti-spam law (CASL) applies.

Capture every chance you get
In store, online, at events and trade shows. Every sign-up counts.

Use lead-generation offers
Enter to win, or a discount when they share their email.

Email is a must. More is a bonus.
Postal code, shopping and lifestyle habits help you target.

Talk to them often
From new hours and closures right up to sales and campaigns.

Position yourself as the expert
Share education and news from your whole industry, not just your services.

Make the most of walk-in traffic

Every visit is a chance to start a relationship, not just make a sale



1. Welcome

Heads up, eyes up, voice up. Phones away, eager to help. Have a clear front-staff protocol



2. Capture

Get their email on site: QR codes on walls, menus and at the till, contests, newsletter sign-ups



3. Delight

In a world of chatbots, a real human touch is gold. Train staff on what going above and beyond means



4. Ask

Ask for Google reviews by email, link in bio, QR code or in person. Answer complaints with a set, professional reply



5. Bring back

Thank them by email or a handwritten note in orders. Give a coupon or voucher to use next time

Reach seasonal customers all year

Out of town, not out of mind

Cottagers, visitors and part-time residents are hard to reach once they leave.

Stay visible and in their headspace, so when they plan their next trip, you're already on the list.

Social media
Followers keep seeing you, and keep talking about you

Email marketing
Stay in their inbox with news, offers and updates

Digital retargeting
Remind past visitors you're here as their next trip gets closer

Google presence
Be easy to find when they search while planning

Online sales and bookings
Let them shop, book or buy gift cards from anywhere

Partners and listings
Tourism partners, Chamber e-blasts and local guides they already read

Use AI well

Where AI helps

A research machine and thinking partner

- Market research: competitors, your industry, your vertical
- Weeks of research in minutes, from news, media and academia
- Turning your thoughts into charts, graphs and presentations
- Running with your ideas to find ones you hadn't considered
- Day-to-day tools for email, calendars and bookkeeping: ask your advisors, weigh privacy and risk

Where it doesn't

Always double-check it

- It doesn't replace the human voice: yours
- It can fail, hallucinate and get things wrong
- Check every fact, figure and source before you use it
- A person gives final approval; customer data stays private
- Obvious AI images, video and copy cost trust, and make you look like everyone else

Remember: AI is a tool, like a hammer. You'd never say “please, hammer” or “thank you, hammer.” Don't humanize it, and you'll keep AI in its place.

Market with or without a budget

No budget

Invest time

- Complete your Google Business Profile
- Ask for and reply to reviews
- Start an email list
- Post consistently on social media
- Partner with neighbouring businesses

Little budget

Spend small, test, learn

Everything in the first column, plus:

- Small, targeted Meta ads
- Google Search ads on a few key terms
- Paid email tool with automations
- Better photos of your space

Bigger budget

Scale what works

Everything before, plus:

- Always-on Meta and Google campaigns
- Video and professional photography
- Website upgrades and tracking
- Agency or freelance support

WELL KNOWN
marketing + advertising agency

Questions?

Kyra Watters
Well Known | wellknownmarketing.com

Your 2027 starting points

- Write a plan and set a monthly budget
- Audit: keep, fix, stop or try
- Choose channels based on your sales drivers
- Start your email list this week
- Stay in touch with seasonal and year-round customers all year
- Let AI draft; you decide
- Measure, then put more into what works